

## ORDER



**Orders**  
**Order / Rev:** 706100  
**Alt Order #:** 06275157  
**Product Desc:** CROSSROADS GPS  
**Estimate:** 1215  
**Flight Dates:** 08/15/12 - 08/21/12  
**Original Date / Rev:** 09/24/12 / 09/24/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Crossroads GPS  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential,IS-Candidate/  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	74	\$103,450.00	\$87,932.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	74	\$103,450.00	\$87,932.50	0.00
<b>Totals</b>	<b>74</b>	<b>\$103,450.00</b>	<b>\$87,932.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/15/12	08/17/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--WTF--	:30	6	\$1,000.00	P-2	0.00	NM	6	\$6,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					6	\$1,000.00		0.00			
2	WKYC	08/15/12	08/17/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	6	\$1,000.00	P-2	0.00	NM	6	\$6,000.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					6	\$1,000.00		0.00			
3	WKYC	08/15/12	08/17/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	6	\$400.00	P-2	0.00	NM	6	\$2,400.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					6	\$400.00		0.00			
4	WKYC	08/15/12	08/17/12	M-F 5-6p Dr. Phil	CM	5p-6p	--WTF--	:30	6	\$750.00	P-2	0.00	NM	6	\$4,500.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					6	\$750.00		0.00			
5	WKYC	08/15/12	08/17/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					3	\$2,000.00		0.00			

Order / Rev: 706100  
Alt Order #: 06275157  
Flight Dates: 08/15/12 - 08/21/12

Advertiser: Crossroads GPS  
Product Desc: CROSSROADS GPS  
Estimate: 1215  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	08/15/12	08/17/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	--W-F--	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	08/13/12	08/19/12	--W-F--			2			\$3,000.00			0.00			
7	WKYC	08/15/12	08/17/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	08/13/12	08/19/12	--WTF--			3			\$1,400.00			0.00			
8	WKYC	08/15/12	08/17/12	Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	6	\$850.00	P-2	0.00	NM	6	\$5,100.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	08/13/12	08/19/12	--WTF--			6			\$850.00			0.00			
9	WKYC	08/15/12	08/18/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	--WTFs-	:30	7	\$2,800.00	P-2	0.00	NM	7	\$19,600.00
2X W-F, 1X SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	08/13/12	08/19/12	--WTFs-			7			\$2,800.00			0.00			
10	WKYC	08/15/12	08/15/12	Wed Prime C Wed Prime C	CM	10-11p	--W----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	08/13/12	08/19/12	--W----			1			\$4,500.00			0.00			
11	WKYC	08/17/12	08/17/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	08/13/12	08/19/12	----F--			1			\$4,000.00			0.00			
12	WKYC	08/18/12	08/18/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	08/13/12	08/19/12	-----S-			2			\$900.00			0.00			
13	WKYC	08/18/12	08/18/12	Sat 730-8p Sat 730-8P	CM	730-8p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	08/13/12	08/19/12	-----S-			1			\$500.00			0.00			
14	WKYC	08/18/12	08/18/12	Sat Prime B Sat Prime B	CM	9-10p (9:00 PM-10:00 PM)	-----S-	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	08/13/12	08/19/12	-----S-			2			\$1,400.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	08/13/12-08/19/12	Sat Prime B		9-10p	(9:00 PM-10:00 PM)-----Sa--	:30		<del>(\$1,400.00)</del>		0.00	NM		
	See MG 14.3,14.4														
	2	NKYC	08/13/12-08/19/12	Sat Prime B		9-10p	(9:00 PM-10:00 PM)-----Sa--	:30		<del>(\$1,400.00)</del>		0.00	NM		
	See MG 14.3,14.4														
	3	NKYC	08/13/12-08/19/12	Sat Prime Other		Various	-----Sa--	:30		\$1,400.00		0.00	NM		
	Ⓜ MG for 14.1,14.2														
	4	NKYC	08/13/12-08/19/12	Sat Prime Other		Various	-----Sa--	:30		\$1,400.00		0.00	NM		
	Ⓜ MG for 14.1,14.2														
15	WKYC	08/18/12	08/19/12	SS 9-1030a Channel 3 News 9am Sa/Su	CM	9a-1030a Sa/Su	-----SS	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	08/13/12	08/19/12	-----SS			2			\$850.00			0.00			
16	WKYC	08/18/12	08/18/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:	08/13/12	08/19/12	-----S-			1			\$2,000.00			0.00			
17	WKYC	08/19/12	08/19/12	SUN TDY	CM	8a-9a	-----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00

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Advertiser: Crossroads GPS  
 Product Desc: CROSSROADS GPS  
 Estimate: 1215

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NBC Today Show (Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	-----S		1			\$850.00		0.00				
18	WKYC	08/19/12	08/19/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	-----S		1			\$2,500.00		0.00				
19	WKYC	08/19/12	08/19/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	-----S		1			\$250.00		0.00				
20	WKYC	08/20/12	08/21/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MT-----	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	MT-----		2			\$1,000.00		0.00				
21	WKYC	08/20/12	08/20/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	M-----		1			\$1,000.00		0.00				
22	WKYC	08/20/12	08/21/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	MT-----		2			\$400.00		0.00				
23	WKYC	08/20/12	08/20/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	M-----		1			\$750.00		0.00				
24	WKYC	08/20/12	08/20/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	M-----		1			\$2,000.00		0.00				
25	WKYC	08/20/12	08/20/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	M-----		1			\$3,000.00		0.00				
26	WKYC	08/20/12	08/20/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	M-----		1			\$1,400.00		0.00				
27	WKYC	08/20/12	08/21/12	Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
	2X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	MT-----		4			\$850.00		0.00				
28	WKYC	08/20/12	08/20/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	M-----		1			\$2,800.00		0.00				
29	WKYC	08/20/12	08/20/12	Mon Prime C Mon Prime C	CM	10-11p	M-----	:30	2	\$2,800.00	P-2	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	M-----		2			\$2,800.00		0.00				
Totals													74	\$103,450.00	